

## WEB UPGRADE CREATES AN ENVIRONMENT OF NEW OPPORTUNITIES

**ABOUT MONROE ENVIRONMENTAL CORP.** Monroe Environmental Corporation ([www.monroeenvironmental.com](http://www.monroeenvironmental.com)) is a privately-held company and employs 63 people at its Monroe, Michigan, location. They design and manufacture air pollution control and water/wastewater treatment systems. Since 1970, major industrial manufacturers and municipalities have relied on Monroe Environmental Corporation as their preferred source for providing solutions to their air, water and wastewater pollution problems. They offer initial evaluation, testing, engineering, fabrication, installation as well as on-site support.

**THE CHALLENGE.** Monroe Environmental Corporation's website was showing its age. Besides needing a fresh new look, the information needed to be reorganized in a consistent, more easily accessible way to appeal to their engineering customers. The website was not optimized for mobile devices. While their main objective was to significantly increase engagement with their customer base, they also wanted to update the images and the content on their website. Even though they were averaging over 3,000 hits a month, engagement levels remained low. In addition, Monroe Environmental Corporation was very cost-conscious and eager to get the most value for their money.

**MEP CENTER'S ROLE.** As part of the website upgrade, The Center converted Monroe Environmental Corporation's content management system from Joomla to WordPress. The Center also assisted with modifying the design and page content to give it a more modern look optimized for mobile devices and improved SEO. The staff at The Center also acted as "technical advisors" to answer a variety of questions and make the transition as seamless as possible. This allowed for the following improvements: visitors to the website have increased over 10% from the same time period in the previous year (which aided in the additional sales); RFQ and contact form submissions rose over 300% (also aiding in the addition of sales); and improved SEO has increased organic traffic by 10% (helping to boost sales).

## RESULTS



**\$15,000,000** in new or retained sales



**60** retained employees



**30** jobs created

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